



October 20, 1994

Honorable Reed E. Hundt
Chairman, Federal Communications Commission
1919 M Street NW, Room 814
Washington, D.C. 20554

Dear Sir:

As the Public Information Officer with the City of Sarasota, I strongly believe the loss of the national ABC affiliation of our local television station, WWSB Channel 40, will be detrimental to the quality of life for the citizens in Sarasota and Manatee counties.

WWSB is currently the only station that specializes in covering this two-county area, with a combined population of more than a half million people.

Stations based in the larger metropolitan areas in Hillsborough and Pinellas counties cannot possibly supply this area with quality, community-based coverage. They will show up for high-profile stories, such as a double homicide, but who will inform the citizens of this area on other important matters, such as where the new public library will be located or where our senior citizens can go for free flu shots this year?

There's a real question to what would happen should disaster strike. If a hurricane or other catastrophe hits this area, what quality coverage would we get from television stations that are more than 50 miles away and whose managers have little or no knowledge of this area?

Also, any news concerning Sarasota will more than likely be run on earlier broadcasts on other stations, thus missing the large portion of people who watch the 6 p.m. news.

WWSB has a long track record of local community service. Its weekly Crime Stoppers program — produced largely by WWSB employees volunteering their own time — has resulted in the capture of hundreds of dangerous area criminals and the recovery of more than \$800,000 in property.

Sarasota is not a small community and should not be absorbed as a part of Tampa/St. Petersburg. It would be a disservice to the people who call this area home.

Beth Muntz
Beth Muntz
Public Information Officer
Department of Public Safety
City of Sarasota

cc: Donald P. Zelfang, Counsel for Scripps Howard Broadcasting
Sam Antar, Counsel for Capital Cities/ABC Inc.
Stan Crumley, President, WWSB Channel 40

SARASOTA

October 17, 1994

Hon. Reed E. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Chairman Hunt,

As Executive Director of the Sarasota Convention & Visitors Bureau since May, 1982, and a resident of Sarasota since 1976, I believe the area consisting of Bradenton, Sarasota and Venice will be adversely affected if ABC is allowed to terminate it's 23 year affiliation with television station WWSB.

The Bradenton, Sarasota and Venice market is distinctly separate and apart from the Tampa Bay area. Over the years stations in the St. Petersburg/Tampa market have made an effort to cover the news in Bradenton, Sarasota and Venice but to no avail. They created local Bureaus with qualified personnel. However, Tampa Bay generates sufficient local news as to make anything that happens in this market insignificant by comparison.

The cities of Bradenton and Sarasota are the seats of two separate county governments. In addition each city has it's own local government. Channel 40, WWSB, provides an informative and valuable service keeping the citizens of these counties and municipalities informed as to the actions of their elected officials. No other community could be expected to be as attentive.

THE SARASOTA AREA & ITS GULF COAST ISLANDS

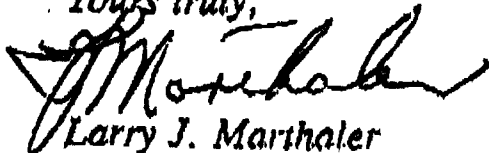
SARASOTA CONVENTION & VISITORS BUREAU
655 N. Tamiami Trail, Sarasota, Florida 34240
(813) 957-1877 • 1-800-522-9799 • FAX: (813) 951-2956

Another issue is that of public safety and welfare. Station WWSB is live and on the air informing viewers whenever serious weather conditions threaten the local viewing area. I doubt any station in the Tampa Bay area is capable of providing similar coverage for this market.

Mr. Hundt, I could fill numerous pages detailing the many contributions WWSB has made to our community. Suffice it to say, we hope WWSB, Channel 40, will be permitted to continue to serve the Bradenton, Sarasota, Venice area as the ABC affiliate.

Thank you for your consideration.

Yours truly,


Larry J. Marthaler
Executive Director

cc: Counsel for Capital Cities, ABC
Counsel for Scripps Howard Broadcasting Co.
President & General Manager, WWSB ✓

John P Lambert
3770 Prairie Dunes Drive
Sarasota, Florida 34238
813-923-7933

October 18, 1994

HONORABLE REED E. HUNDT
CHAIRMAN
FEDERAL COMMUNICATIONS COMMISSION
ROOM 814
1919 M STREET, NW
WASHINGTON, DC 20554

RE: WWSB CHANNEL 40 SARASOTA FL

DEAR HONORABLE HUNDT:

I AM RETIRED IN SARASOTA FL. IT IS A NICE PLACE, CONCERNED ABOUT LOCAL ARTS, SCHOOLS, HIGH SCHOOL SPORTS. THERE IS NOT A LOT OF BIG CITY CRIME OR ACTION. I WATCH OUR ONLY LOCAL TELEVISION STATION BECAUSE I CARE ABOUT MY COMMUNITY. I ALSO WATCH ABC NEWS AND MONDAY NIGHT FOOTBALL ON CHANNEL 40.

WITHOUT THE ABC AFFILIATION, CHANNEL 40 WILL FAIL AND YOU KNOW IT. MY FAVORITE NEWSCASTER HAS ALREADY LEFT. SHE KNEW THIS WAS THE "KISS OF DEATH". CHANNEL 40 HOLDS THIS AREA TOGETHER: HIGH SCHOOL SPORTS, CHARITY EVENTS, STORM WARNINGS. I WATCH THE TAMPA NEWS ONCE IN A WHILE. CRIME, CRIME CRIME. THAT IS ALL YOU HEAR. SARASOTA, VENICE AND BRADENTON ARE NEVER MENTIONED. NEVER!

PLEASE DO NOT LET THIS HAPPEN. WE NEED WWSB & ABC.

SINCERELY YOURS,

John P Lambert

CC: SAM ANTAR, ESQ. ABC
DONALD P. ZEIFANG, ESQ. SCRIPPS HOWARD
STAN CRUMLEY CHANNEL 40

COPY

Joan Judd
1628 Boathouse Circle
GR 213
Sarasota, FL 34231
813/966-9088

October 12, 1994

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, DC 20554

Dear Chairman Hundt:

I am still dumfounded by the decision of ABC to stop carrying Sarasota, Florida's WWSB and vehemently protest that decision.

WWSB is the only television news source for local news in Sarasota and Manatee Counties which encompass the population bases of Sarasota, Bradenton, and Venice. We currently receive three Tampa area stations which are of no relevance, news-wise, to those of us who live and make our homes in this part of the Gulf Coast.

That ABC would ignore these viewers and the ad revenues they generate is absolutely astonishing to me!

Did you know that Sarasota County is the second richest county in Florida? Did you know that for a community of its size it rivals any other Florida city in the cultural offerings it provides? And did you know that numerous influential people make this their permanent retirement home?

Even a satellite news bureau here would not bring us the same coverage that we are receiving now. WWSB is strictly a local station that provides us news on what is pertinent to us. What goes on in Tampa is a world away from ours.

I strongly urge you to please reconsider this decision.

Sincerely,

Joan Judd

RAYMOND & RITA HUFNAGEL
5959 TALBROOK ROAD
NORTH PORT, FL 34287-3019

Honorable Reed R. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

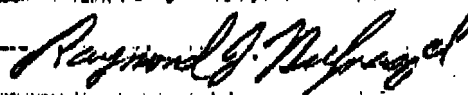
Dear Sir,

We live in a section of the south west area of the State of Florida served by only one TV station that can be truly classed as a "local" outlet for News, Weather, Local events, and other information of a local interest.

That station is WWSB, Channel 40, Venice, Florida, the only ABC affiliated outlet less than 100 miles distant. The other two ABC outlets are Channel 28, Tampa, and Channel 26, Naples. Except for looking for news of local interest, if we were a Cable customer, it probably wouldn't make much difference what ABC station we watched. However, we choose to use our own outside antenna to do our TV viewing. Because the Fort Meyers stations are closer and give us better reception than Tampa stations we keep our rotator oriented to the South. This gives us good reception on Channels 11, 20, 30, and 36. Channel 26, the ABC outlet in Naples comes in poorly, either because of the greater distance, or because of lower power than the rest. Channel 26 also seems to be affected by sun spot activity or magnetic interference causing it to fade out completely at times. Our antenna is Radio Shack model rated for 100 mile reception.

If Channel 40, WWSB loses it's ABC affiliation, due to action by Scripps Howard, we here in the south end of Sarasota County will be losing news and local interest coverage and will be obliged to either invest in a better antenna system or, Heaven forbid, have to switch to a troublesome Cable Company.

Sincerely yours;



Raymond J. & Rita M. Hufnagel



THE CONCORD COALITION

CITIZENS FOR AMERICA'S FUTURE

Florida Chapter:
1800 2nd Street, Suite 808 • Sarasota, Florida 34236
Telephone (813) 951-7708 • Fax (813) 954-8939

October 11, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Chairman Hundt:

I am writing you to oppose granting permission for ABC to terminate its affiliation with WWSB, Channel 40 in Sarasota, Florida. As the former State Director and present State Chairman of the Florida Chapter of the Concord Coalition, I have had considerable contact with local television stations in connection with public education with regard to the Federal budget deficit..

As measured by my experience across the entire State, WWSB is outstanding in its high quality and quantity of news coverage of civic activities. Their news staff displays competence, integrity, and concern. WWSB obviously needs the continued revenues generated by network affiliation to continue their admirable service to the community.

Channel 28 in Tampa can not substitute for WWSB, Channel 40, as the ABC affiliate serving us. The Sarasota/Bradenton/Venice area served by Channel 40 consists of entirely separate economic markets and political communities from those of Tampa. The two areas is geographically separate and socially and politically distinct. They lack common interests necessary to link them together in a shared service area.

Sincerely,

Copies: Sam Antar (ABC)
Donald Zeifang (Scripps)
Stan Crumley (WWSB)

Bob Griffin
Robert M. Griffin, Jr.
State Chairman
1200 Westway Drive
Sarasota, FL 34236



LEW GOTTHAINER
448 GULF OF MEXICO DRIVE (101A)
LONGBOAT KEY, FL 34228

20 October, 1994

Hon. Reed E. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Sir:

We are writing to you about the recent decision of ABC to drop it's affiliation with TV Station WWSB, Channel 40. We understand that part of ABC's decision is based on the misunderstanding that there would be adequate coverage of the Sarasota, Bradenton and Venice market from a single affiliate based in the Tampa area.

The prime audience of WWSB is contained in Manatee, Sarasota, DeSoto and parts of Charlotte Counties. The population of the area is over 400,000 persons. The communication needs of this area are quite different from those of the commercial/industrial Tampa market. Our area is predominantly populated by an older, retired residential group. To properly cover our needs we need TV coverage that addresses safety, ecology, school programs, local political matters and the general welfare of our residents.

A viable, profitable TV source such as WWSB has had the resources, due to network affiliation, to expend the funds needed to properly address our local concerns.

I do not feel that an unaffiliated station could survive in this market and give us the local and emergency needs of an older population in a potential hurricane disaster area.

We beseech you, Mr. Chairman, to have ABC reconsider and retain WWSB as our local affiliate.

Very truly yours,


Lew Gotthainer

copies: ABC, Scripps Howard, WWSB ✓

October 20, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, N. W.
Washington, D. C. 20554

Dear Mr. Hundt:

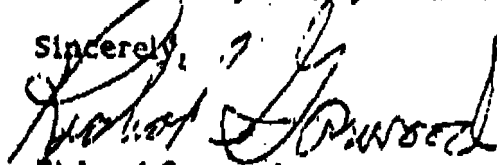
I am a concerned viewer of Channel 40 WWSB of Sarasota, Florida. I depend on Channel 40 and its affiliation with ABC for their network programming and Channel 40's ability to provide local news and programs of interest to our area.

Providing news and local programming of interest to Sarasota has not been done by either Tampa or St. Petersburg in the past so expecting it in the future does not seem probable.

The information that I have would indicate that ABC is dropping its affiliation with WWSB in a larger deal with Scripps Howard and with no concern for its obligation to the citizens of Sarasota and its 23 year affiliation with WWSB. Sarasota is a separate market from Tampa and St. Petersburg and deserves the consideration of the Federal Communications Commission to insure that its citizens are provided with a television station that has a financial and physical ability to provide adequate local news coverage and service information.

Thank you for your consideration in this matter.

Sincerely,



Richard Garwood
3826 Torrey Pines Way
Sarasota, Florida 34238

cc: Sam Antar, Esq.
Donald P. Zelfang, Esq.
Stan Crumley ✓



October 18, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
1919 M Street, Room 814
Washington DC 20554

Dear Mr. Hundt:

Re: ABC discontinuing affiliation with WWSB- Channel 40

It distresses me to think that WWSB, Channel 40, our premier television station may soon lose its affiliation with ABC. This decision by ABC will, in my opinion, financially cripple Channel 40 and hurt our community.

WWSB has loyally served the Sarasota-Bradenton-Venice area for 23 years offering unexcelled coverage of local news and community events. I have lived in Sarasota for 22 years and know first hand no other station here or in Tampa offers more than lip service in providing complete news coverage or local programming.

WWSB has supported our community in an unselfish manner, donating time and money to help make this a better community. PLEASE, stop this move by ABC.

Sincerely,

Ron Evans
Broker
Commercial and Business Investments

RE/bg

Continued

October 12, 1994

Honorable Ross E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, D.C. 20554

Re: TV Station WWSB/40 Sarasota, FL
Loss of network affiliation

Dear Chairman Hundt:

May I add my voice to the walls of grief over the prospect of losing Sarasota's excellent local coverage by television station WWSB?

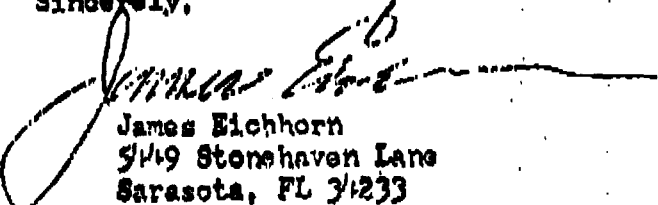
I'm sure I need not repeat the background story, or describe to you the loss of local reporting we will suffer in political, educational, business, sports, social and artistic fields if WWSB is forced to disband or curtail its news team. I would like to give you just one illustration of this loss. On WWSB's Six o'clock News last night, the second through fifth stories were these:

2. Relandscaping of a Venice (FL) street has local residents upset.
3. Sarasota County Commission makes decision to relocate public library.
4. Follow-up on a previous story of sidewalk construction to protect Sarasota school children.
5. An outbreak of measles in neighboring communities worries health officials.

These events affect our community and the stories are important to us, but the Tampa/St. Petersburg television stations, sixty miles away and with limited news-gathering facilities, would not have covered them. Most of their viewers live and work north of Tampa Bay and they want news of their home towns. With tight restrictions on their air-time, Tampa and St. Petersburg television stations will devote 90% of their newscasts to Hillsboro and Pinellas Counties, because that's what feeds the bulldog.

Please help us!

Sincerely,


James Eichhorn
3449 Stonehaven Lane
Sarasota, FL 34233

CC: Sam Antar, Esq. Counsel for Capital Cities/ABC, Inc.
Donald P. Zeifang, Esq. Counsel for Scripps Howard Broadcasting Co.
✓ Stan Crumley, President & General Manager WWSB Channel 40

2248 OUTER DR.
SARASOTA, FL 34231
(813) 955-7067 or 922-9629

October 15, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street NW
Washington, DC 20554

Dear Mr. Hundt,

I am writing to express my grave concern over the situation concerning the affiliation of WWSB-TV-Channel 40 in Sarasota, Florida with the American Broadcasting Co. (ABC).

It is my understanding that ABC is taking away its affiliation with WWSB beginning sometime early next year because it has made an arrangement with Scripps Howard Broadcasting Co., regarding the Tampa Bay market. My information is that Scripps Howard demanded that ABC drop WWSB so that the station it owns will have complete control of ABC programming in West Central Florida.

Mr. Hundt, as a businessman in Sarasota, I can assure you Sarasota is NOT in the Tampa Bay market. Sarasota is a clearly distinct market and the two TV stations serving this area do not sell advertising in the Tampa Bay area and have few if any viewers up that way.

Conversely, the stations in Tampa and St. Petersburg do not sell advertising in our area and the viewers I know much prefer watching ABC programming on WWSB rather than on the present ABC affiliate in St. Petersburg, Channel 10. We just form a habit of turning to Channel 7 (the cable conversion number for Channel 40 on Comcast Communications) because it is our "home" station with news, updates and emergency information concerning our area. None of the Tampa-St. Petersburg stations include us in that category.

That's exactly why two ABC affiliates have operated some 60 miles apart in this region for so long without major conflict. They simply serve different people.

What few times I've ever watched a newscast by a TV station in the St. Petersburg or Tampa areas I saw virtually nothing regarding Manatee, Sarasota or Charlotte counties. They focus on Pinellas, Hillsborough, Polk, and the counties to the north.

WWSB focuses solely on our three counties and gives us the best coverage it can. We have no interest in Channel 10.

10 18 94

THURGOOD PIERCE FENNER
SMITH
FEDERAL COMMUNICATIONS COMMISSION
ROOM 614
1815 H STREET, NW
WASHINGTON, DC 20554

DEAR SIR:

I AM A FORMER TELEVISION ANCHOR/REPORTER FROM WDTN-TV 2 IN
DAYTON, OHIO. I MOVED TO SARASOTA, FLORIDA ONE YEAR AGO AND
AM VERY CONCERNED ABOUT WHAT IS TAKING PLACE WITH OUR LOCAL
TELEVISION STATION WWSB, CHANNEL 40.

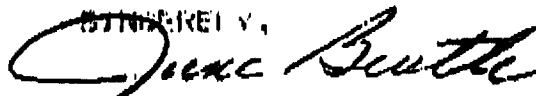
FIRST OF ALL, I WAS APPALLED THAT AFTER A 23 YEAR
RELATIONSHIP WITH ABC, THAT NETWORK SUDDENLY NO LONGER NEEDS
THIS PARTICULAR STATION! THAT'S NOT THE WAY IT WORKS. THERE
MUST BE SOMETHING MORE TO IT.

AS FOR NEEDING WWSB, CAN YOU IMAGINE LIVING IN DAYTON, OHIO
AND BEING FORCED TO WATCH CINCINNATI NEWS? THAT'S WHAT YOU'RE
ASKING US TO DO. CINCINNATI IS 60 MILES FROM DAYTON. THAT
CITY HAS DIFFERENT WEATHER, DIFFERENT CONCERNS, DIFFERENT
ATTITUDES AND DIFFERENT COMMERCIALS. YES, SOME OF US ENJOY
WATCHING LOCAL COMMERCIALS AND IT IS AN IMPORTANT WAY FOR US
TO LEARN WHAT IS GOING ON IN OUR COMMUNITY. SALES, FESTIVALS,
ETC. BUT THAT IS NOT THE MOST IMPORTANT REASON WE WATCH
CHANNEL 40. WE NEVER WATCH THE TAMPA ABC STATION, WE WATCH
ABC, CHANNEL 40 FOR WEATHER BULLETINS. OUR WEATHER IS
TOTALLY DIFFERENT THAN TAMPA'S. TAMPA HAS NO INTEREST IN
SARASOTA, WHICH IS 60 MILES AWAY!!

THERE IS SOMETHING SERIOUSLY WRONG HERE. WHEN A COMFORTABLE
23 YEAR RELATIONSHIP IS SUDDENLY JERKED AWAY FROM A NUMBER
ONE IN IT'S MARKET STATION. I CANNOT BELIEVE THE FCC WOULD
ALLOW SUCH A PRECEDENT SETTING OCCURRENCE TO BECOME OFFICIAL
WITHOUT TAKING A STRONG REVERSE COURSE OF ACTION!!

IT MAKES ME WONDER, WHAT SCRIPPS HOWARD BROADCASTING COMPANY
HAS DONE TO DESERVE SUCH SPECIAL TREATMENT. FORTUNATELY I
NEVER HAD TO WORK FOR THAT COMPANY!! HEARST WAS BAD ENOUGH!

SINCERELY,



JANE BEUTLE
6802 HUNTINGTON POINTE DRIVE
SARASOTA, FL 34238

Tony Palermo
1605 Cardinal Lane
Englewood, Fl. 34234
813-474-5521

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Re: Network affiliation status of WWSB-TV 40 in Sarasota, Fla.

Oct. 26, 1994

Dear Mr. Hunt:

I am writing to request F.C.C. action on the loss of network affiliation for WWSB-TV 40 in Sarasota. As I understand it, on April 2, 1995 Channel 40 will have to stop carrying network programming by the American Broadcasting Corporation. As a consequence, the Sarasota-Bradenton market will lose its only network-affiliated television station.

The loss of Channel 40 and the loss of local news, weather and public affairs programming would be a major injustice for this market, which extends from Manatee, Sarasota, DeSoto and Charlotte Counties. In between the Tampa Bay and Fort Myers markets, Channel 40 provides the only truly local programming for tens of thousands of viewers. Tampa has many fine stations for local news -- as does Fort Myers. Sarasota should have at least one. Sarasota deserves better than dependence on out-of-town stations for local news and information.

I know what Channel 40 is worth to the community. As far as local television news is concerned -- Channel 40 is the only source we have. Stations in Tampa and Fort Myers will not have the resources to cover our community's news, sports or features.

I grew up with Channel 40 in my hometown of Sarasota, Florida. It has been with me my entire life. As a reporter for the *Englewood Sun Herald* newspaper, I rely on Channel 40 to this day -- particularly on election nights or for late-breaking stories. Reporters from Channel 40 regularly visit the small town of Englewood, where I work. I doubt this town would get any coverage from a Fort Myers or Tampa-based station -- as would be the case if Channel 40 were lost.

Again, please do something to allow Channel 40 to continue to serve this community. It would be a real shame to lose it. Please let me know if your agency plans to take action in this matter.

Sincerely,


TONY PALERMO

cc.

Donald P. Zeifang, Scripps Howard Broadcasting
Sam Ajar, ABC, Inc.
Stan Crumley, WWSB, Channel 40

1304 North Lakeshore Drive
Sarasota, FL 34231-3440
October 25, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Chairman Hundt,

As I was planning to write you concerning the matter discussed below, I was very interested to see you on television last week on the CNN business program discussing the new policies regarding the delivery of television and other services by both cable and telephone companies which will result in increased competition and ultimately benefit the consumer. This is the appropriate result of any determinations decided by the Commission - to foster increased competition and benefit the consumer.

I am writing this letter on behalf of *WWSB, Channel 40* in Sarasota, Florida. As I am sure you know, the ABC network has notified *WWSB* that ABC will terminate the network's programming supplied to *WWSB* and the 23 year affiliate relationship on April 2, 1995. This ultimatum from ABC appears to be the trading of *WWSB, Channel 40's* network affiliation to the Scripps Howard Broadcasting Company in exchange for Scripps Howard's agreement to affiliate with ABC for ten years in Cleveland, Ohio and and Detroit, Michigan. Obviously, an independently owned affiliate in Sarasota, the nation's 153rd television market, was of little or no significance when the ABC network considered affiliations with Scripps Howard, a media conglomerate owning television stations in nine major markets.

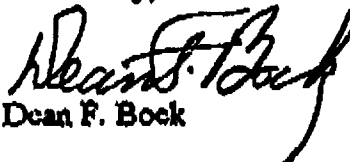
The loss of ABC programming will seriously limit *WWSB, Channel 40's* efforts to serve its viewers in Sarasota, Bradenton and Venice with local news, weather, sports, public affairs and community involvement due to the financial effects of this loss of programming. I know that it appears to be self-serving to say that *WWSB, Channel 40* does a most outstanding job of covering the local news, sports, weather and community affairs for the cities of Sarasota, Bradenton and Venice, but I think that a comparison of actual airtime devoted to these vital community concerns as a percentage of total airtime would show that *WWSB, Channel 40* commits more of its

valuable resources to the community than most, if not all, of TV stations in comparable market areas. Naturally, I do not have this detailed information, but I am sure that it would be readily available from *WWSB, Channel 40*. If these communities are unable to receive this essential local coverage from *WWSB, Channel 40*, it will no longer be available from any other source. Today the many TV stations in Tampa, a major market area, devote practically no coverage to Manatee, Sarasota and Charlotte counties. These three counties together account for a population of 679,764 projected in 1995 and over 3/4 million in 2000 as follows:

	Population <u>1995 Est</u>	Population <u>2000 Est</u>
Manatee	235,839	260,334
Sarasota	308,965	339,398
Charlotte	<u>134,960</u>	<u>158,320</u>
Totals	679,764	758,052

I strongly feel that the local coverage and community service (not only by the station but by the broadcast personalities who give freely of their time at locally sponsored events), hard work and perseverance over the last 23 years should be rewarded not penalized and sacrificed as a pawn for the convenience for the empire building of ABC. To offer the community and consumers of these counties excellent local news coverage and programming it is vital that the local business enterprise, *WWSB, Channel 40*, be allowed to prosper so it will be financially able to serve the community as well as its own investors. I believe that ABC should be required to continue to honor its commitments to its affiliate, *WWSB, Channel 40*.

Yours truly,


Dean F. Bock

cc: Donald P. Zeifang, Esq., Counsel for Scripps Howard Broadcasting Co., Baker & Hostetler,
1050 Connecticut Avenue, NW, Washington, DC 20036.

Sam Antar, Esq., Counsel for Capital Cities/ABC, Inc., 77W. 66th Street, New York,
NY 10023.

✓ Stan Crumley, President & General Manager, *WWSB, Channel 40*, 5725 Lawton Drive,
Sarasota, FL 34233.

Sarasota, October 27, 1994

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 K Street, N.W.
Washington D.C. 20554

Re.: Channel 40. WWSB's loss of
ABC affiliation.

Dear Mr. Chairman:

Sarasota is as much a suburb of Tampa as Washington is a suburb of Baltimore. You need to travel for more than an hour to go from one point to another. In no way is Sarasota, Bradenton and Venice, like Silver Spring, Rockville, Alexandria or Arlington. We are a community separate from Tampa.

The residents of Sarasota, Bradenton or Venice want and need our own local news, sports, weather, traffic reports and public affairs, etc.

The weather in Tampa is not always the same as in Sarasota, the traffic reports in a city more than an hour away are unimportant to us, and have no effect on us. Our local sports will in no way be covered by a Tampa station, nor will we get any kind of community bulletin board.

We need and deserve to know what is happening in our community.

Thank you for your consideration of these issues when determining the future of WWSB Channel 40.

Sincerely,

Billie Domenech

Billie and Henry Domenech
5625 Avista Dr.
Sarasota, Fl. 34243

cc. Mr. Antar
Zeifang
Crumley ✓



**SARASOTA
FAMILY
YMCA**

Phone: (813) 951-2916 Fax: (813) 954-0743

November 18, 1994

The Honorable Reed E. Hundt
Federal Communications Commission
1919 "M" Street, NW, Room #814
Washington DC 20554

Dear Sir,

WWSB, Channel 40 is a major asset to the Sarasota and surrounding community. Losing their affiliation with ABC will have a devastating result on our non-profit sector to raise funds and other support for the many programs and activities the non-profit agencies provide for the citizens of Sarasota County.

To say public interest will be covered by a Tampa station is ridiculous. There is only so much air time per broadcast. I am sure they will not divide that air time proportionately with Sarasota's market. All the rhetoric about great services from Tampa is just that, rhetoric.

WWSB is part of the fabric of this community. It has played a major role in making our community unique in its depth and breadth of community support for needed human services. Please give serious consideration to allowing WWSB to retain its affiliation with ABC.

Sincerely,

Carl L. Weinrich
President/CEO



October 21, 1994
161 Seaward Way
Venice, FL 34287

Honorable Reed E. Handt, Chairman
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Sir,

We live approximately 80 miles from Tampa to the North and 80 miles from Ft. Myers to the South. We have cable TV so we are able to receive transmissions from those areas. However, the only TV station that broadcasts the news and weather affecting our area - Venice, North Port, Sarasota - is Channel 40, WWSB.

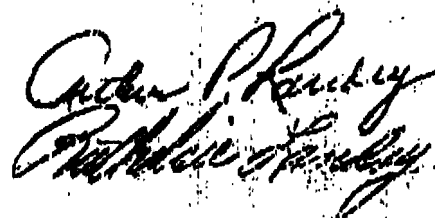
None of the stations in the Tampa/Ft. Myers area give any TV time to our section of the State unless it is a sensational event. The Florida weather is such that what affects the area within 50 miles of one does not affect the other area. We rely on Channel WWSB to keep us informed of local weather conditions.

Station WWSB is very community oriented and is consistently involved in area activities. Additionally, the on air personnel are personable and appear to be concerned about the community.

Please do not permit Capital Cities/ABC, Inc. to leave this important area without local TV coverage.

Sincerely,
Ruthelsie Landry
Arthur P. Landry

c:
Stan Crumley
President & General Manager
WWSB, Channel 40
5725 Lwaton Drive
Sarasota, FL 34233



July 27, 1994

American Broadcasting Companies
ABC Audience Information
77 W 66th St, Ninth Floor
New York, NY 10023

I am a resident of Sarasota County Florida and rely exclusively for my broadcast news and weather from your local affiliate, WWSB, Channel 40. I am appalled by the fact that you have decided to terminate WWSB's affiliation with your network. It's obvious that you don't understand this local market.

Sarasota is a completely separate market from Tampa/St. Petersburg/Clearwater. The politics are different, the news is different, and the very important factor of weather is also different. The local news provided by the ABC, CBS and NBC affiliates in the Tampa/St. Petersburg/Clearwater market don't even attempt to cover Sarasota news or weather.

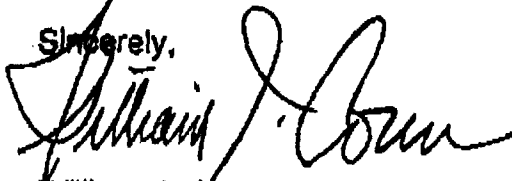
With the termination of WWSB, the lack of local news would be disturbing; the lack of local weather could be devastating. We are in hurricane season now. There is no other station that Sarasota County residents could turn to for accurate weather information during times of potential and actual disaster.

The Tampa and St. Petersburg newspapers have only token penetration in the Sarasota market. The Sarasota Herald Tribune dominates. Why? The Sarasota paper carries local Sarasota news and weather; the Tampa and St. Petersburg papers don't.

If newspapers had the immediacy of broadcast news and weather there wouldn't be a problem with your decision. Unfortunately, broadcast news and weather have become so important to our well being that your decision to terminate WWSB could prove disastrous.

I truly hope you will reconsider your decision to terminate WWSB or that the FCC will force you to reconsider.

Sincerely,



William J. Conner
137 Big Pass Lane
Sarasota, FL 34242

cc: Federal Communications Commission
Complaints and Investigations Department

WWSB, Channel 40, Sarasota

(copy)

October 25, 1994

Stan Crumley
President & General Manager,
WWSB, Channel 10,
5725 Lawton Drive,
Sarasota, Fl. 34233

Sam Crumley:

All we Sarasotans have enjoyed
and depended upon WWSB, our ONLY local TV
station and are making every effort possible
to keep it. Our schools and different organ-
izations, including the Chamber of Commerce,
are writing to try and keep our station. Our
nearest TV station is Tampa and it would not be
of any interest what-so-ever to us, for local
Sarasota news, weather, etc.

We have a wonderful, and very dedicated group
at WWSB, bringing us daily happenings. They
would be devastated if they could not bring us
the kind of information we've enjoyed for 23
years!

We hope you will make the deserved consideration
due them and let them continue their excellent
programming here.

Respectfully,
Mrs. D. E. Nickerson
Mrs. D. E. Nickerson
2319 Terry Lane
Sarasota, Fl.. 34231

11/05/94 12:51

2 8137565867 HERVIG REALTY

Mr. & Mrs. Charles M. Hervig
5519 23 St. E.
Bradenton, FL 34203

Honorable Reed E. Hundt
Chairman
Federal Communications Commission
Room 814
1919 M. Street, N.W.
Washington, D.C. 20534

Dear Sir:

We are middle-aged, middle class, taxpaying citizens living in the community of Bradenton, Florida. Our Bradenton - Sarasota area is a growing cosmopolitan area on the Gulf Coast of Florida. We are a distinctly separate community from Tampa - St. Petersburg, some 40 to 50 miles distant to our North. Our area has been faithfully served with local events and news coverage by ABC affiliate WWSB in Sarasota. Our local news and events are not covered by the three present Tampa - St. Petersburg affiliates of ABC, NBC, and CBS.

The decision to allow ABC to terminate affiliation with WWSB will make it impossible for them to carry on their excellent local coverage. We need not inform you about the broadcasting business — it is obvious that no major network shows will cut the number of viewers, therefore cutting advertising revenues, which will make it financially impossible to support adequate local news coverage as an "independent" station. WFTS, the FOX station scheduled to become the new ABC affiliate does not carry any regularly scheduled news and weather at this time, even for its Tampa - St. Petersburg market, and it has Fox network feed of many popular shows.

If ABC is allowed to pull affiliation from WWSB in order to make other deals with Scripps Howard, an injustice will have been perpetrated on a reputable business and on a huge segment of the population of Western Florida.

We ask you to consider the situation and that the F.C.C., as the regulating body given responsibility for equitable broadcasting, take the steps necessary to prevent this blackout of our local news area. Why should Tampa have four network affiliates and leave the vast stretch from there to Fort Myers with none?

Thank you for your careful consideration of this issue.

Yours truly,

Charles M. Hervig
Susan C. Hervig
Mr. & Mrs. Charles Hervig

3800 Gatewood Drive
Sarasota, Florida 34232
October 17, 1994

The Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Room 814, 1919 M Street, NW
Washington, D. C. 20554

Dear Chairman Hundt:

We would like to offer the following thoughts in regard to the decision by the ABC network to drop Station WWSB, Channel 40, as one of its affiliates. We have resided in Sarasota, Florida, since early 1975 and have been a regular viewers of Channel 40 during these years.

This station has supported the citizens of Sarasota County in an exceptional number of ways--Salvation Army/United Way/muscular dystrophy drives, the Offshore Grand Prix which generates a great charitable income, the Feed the Hungry program, school athletic programs, local elections, local water management issues, etc., etc., etc.; the list goes on and on. Without the financial support of being a network affiliate the tremendous support this station currently gives to local endeavors would simply not be possible.

Without the financial backing of network affiliation, Channel 40 cannot feasibly continue the current level of news coverage we now enjoy in Sarasota County. SARASOTA CITY/COUNTY AREA IS NOT A STEP-CHILD OF THE TAMPA BAY AREA! Sarasota is a totally different demographic population from Tampa. Over the years we have on occasion watched the news from Channels 8 and 13 in Tampa. Their coverage of events in Sarasota is so minimal as to be considered negligible. We live here, and we want news from here in Sarasota County...not what is going on in Hillsborough and Pinellas County. When we have severe flooding in our area, we want first hand coverage here, not what streets are flooded in Tampa or the Tampa Bay area; or who killed who today.

About 4-5 years ago we were solicited by the Tampa Tribune newspaper to subscribe because they would have a "section devoted entirely to Sarasota news." A great sales pitch about their planned coverage of Sarasota news ensued. We took a limited subscription. The "section" evolved over the next 6 months from 6 pages after this initial subscription "drive" to about 2 pages interspersed with Tampa Bay news. Needless to add, we dropped the subscription. Based on experience we doubt seriously that the Tampa stations will provide any more coverage of Sarasota County than did the paper.

The bottom line is money. Without network affiliation Channel 40 cannot feasibly continue the level of news coverage and tremendous community support we have enjoyed. ABC's dropping affiliation certainly has the foul odor of a "deal" made by Scripps Howard, a deal which directly impacts the citizens of Sarasota County. Tampa stations WILL NOT represent Sarasota to the level to which we are entitled. Curtailing Channel 40's ability to do so cannot be fair or equitable. Sarasota County is an entity unto itself, and we urge you to decide in favor of Channel 40 retaining its ABC affiliation for the benefit of Sarasota County and its citizens.

Yours very truly,

Oliver L. Austin *Oliver L. Austin*

Mr. and Mrs. Oliver L. Austin

Copy to: Mr. Sam Antar, Counsel for Capital Cities/ABC, Inc.
Mr. Donald Zeifang, Counsel for Scripps Howard Broadcasting
✓ Mr. Stan Crumley, President & General Manager, WWSB, Channel 40

Lorin S. Myers
7301 Ballantrac Place
Sarasota, Florida 34238

20 October 1994

The Honorable Reed E. Hunt
Federal Communications Commission
Room 814
1919 M Street, NW
Washington, MD.C. 20554

Dear Sir:

My family and I are very disturbed to learn that our fine, and only local, TV Station WWSB will apparently lose its ABC Network affiliation next spring, and we wish to protest to the FCC!

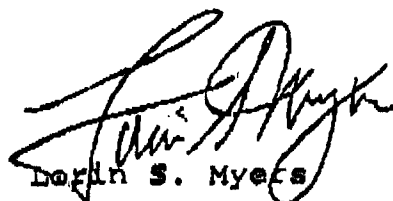
By now, you and your staff are undoubtedly well acquainted with the details of ABC's decision to exchange its Sarasota affiliation for one with the Scripps Howard station in Tampa. Having worked for both NBC and CBS and for many additional years in New York as advertising director of a large national advertiser, I am well versed in the networking business and clearly understand why ABC and SH are more than comfortable with the proposed arrangement!

It will not however be a good arrangement for the thousands of citizens in populous Sarasota and Manatee Counties. This is because, while WFTS is carried on cable in both counties, it programs for the Tampa/St. Pete market, as do the other major net stations there.

We have had Tampa/St. Pete television for years and it simply does not do the job for Sarasota-Bradenton-Venice. It does not provide the local news, coverage of local affairs (charities, government, business) that WWSB can and does do. WWSB cannot continue to provide its excellent public service to this market without a network affiliation.

We believe it's your mandate, your responsibility to protect the TV service that the citizens of these two highly visible, heavily populated mid-Florida counties now receive. The Tampa stations don't need us to survive and prosper. We need WWSB and it needs ABC-TV. Just that simple.

Thanks for your attention.


Lorin S. Myers

cc: Capital Cities/ABC
Scripps Howard Broadcasting
WWSB
U.S. Senator Connie Mack

JOHN W. BEAN
4593 TRAILS DR.
SARASOTA, FL 34232

October 25, 1994

Honorable Reed E. Hundt
Chairman
Federal Communication Commission
Room 814
1919 M Street, NW
Washington, DC 20554

Dear Mr. Hundt,

I write to express my concern over the action of Capital Cities/ABC, Inc. (ABC) to end it's affiliation with WWSB, of Sarasota, FL.

It would seem that the Federal Communication Commission (FCC), has a unique opportunity, in this case, to insure the continued life of a broadcast entity, WWSB, and it's unparalleled service to the Sarasota area. One could argue that a ABC affiliate in the Tampa market can still deliver the program, so can a Milwaukee, WI station by the miracle of cable, however how much attention will the Tampa or Milwaukee station provide to the Sarasota area.

In my view, the franchise of broadcast service carries with it more than the opportunity for maximizing profit, but rather the responsibility to directly serve a specific community area, otherwise why not locate all stations in Milwaukee?

Thanking you for your attention, I remain,

Very truly yours,


John W. Bean

cc: Sam Antar, Esq.
Donald P. Zelfang, Esq.
Stan Crumley